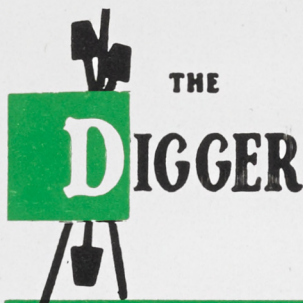




JUNE, 1974





## THE DIGGER EXECUTIVE

Editor ..... BOB JOLLY  
Associate Editor .. BARRY MORTON  
Associate Editor—(Robert  
Simpson) ..... TOM FITZ-GERALD  
Production Editor ..... BABS ZARAN  
Reporting Editors . STAN JOHNSTON,  
JEANNE MOLNAR  
Sports Editor ..... KEN PICKERING

## NEW APPOINTMENTS

**Mr. Frank Stojak**, presently Manager, Returns and Customer Service, D/155 and 157, is appointed Manager, Training and Wage and Salary Administration, D/107, effective April 1, 1974.

Mr. Stojak joined the Company in October, 1947, in the Credit Department. In 1950 he was transferred to the Time Office, and in 1952 to Operating. Mr. Stojak assumed his present responsibilities in April, 1969.

**Mr. Alani Ruetz**, presently Supervisor, Order Review, D/170P, is appointed Manager, Customer Service, D/157, effective April 1, 1974.

Mr. Ruetz joined the Company as a member of our Management Development Program in June, 1970. He was appointed Inspector, D/180, in January, 1971 and Supervisor, D/180, in July, 1972. Mr. Ruetz assumed his present responsibilities in October, 1973.

**Miss Gaye Thomas**, presently Catalogue Merchandiser, D/156, is appointed Training Director, D/107, effective April 1, 1974.

Miss Thomas joined the Company as a member of our Management Development Program in May, 1972, and all of her assignments to date have been in the Merchandise Division.

**Mr. F. George Hutson**, presently Operating Manager, Homart Building, Toronto Catalogue Centre, is appointed Building Superintendent, Regina Catalogue Centre, effective May 1, 1974.

Mr. Hutson joined the Company in February, 1970, as Building Manager, Kenmore Service Centre. In February, 1972, he was appointed Building Manager, Toronto Catalogue Centre, and assumed his present responsibilities in Sept., 1973.

**Mr. Benjamin T. Brewer** will assume responsibilities of Building Manager, reporting to Mr. Hutson.

**Mr. Derek N. Forsyth**, presently Supervisor, D/92, Clearance Centre, is appointed Supervisor, D/170P—Order Review, effective May 1, 1974.

Mr. Forsyth joined the Company as a Catalogue Merchandiser in November, 1971, and assumed his present responsibilities in February, 1973.

**Mr. Robert W. Kreutzer**, presently Section Head, D/92—Clearance Centre, is appointed Supervisor, D/92—Clearance Centre, effective May 1, 1974.

Mr. Kreutzer joined the Company as a Warehouseman in April, 1960. He transferred to the Clearance Centre as a Customer Service Clerk in May, 1962, and assumed his present responsibilities in September, 1971.

**Mr. E. Mark Strudwick**, presently Supervisor, Returns Department, is appointed Manager, Returns Department, effective May 1, 1974.

Mr. Strudwick joined the Company as a Credit Consultant in April, 1961, and was appointed Accounts Supervisor in November, 1968. He assumed his present responsibilities in July, 1972.

**Mrs. Elfreda C. Doering** was made Manager of Department 857, China and Glassware, March 26, 1974.

**Mr. Joseph Ivy** was appointed as Section Head of Department 895—Furniture, April 8, 1974.

**Mrs. Marie Smith** was appointed Section Head of Department 857—China and Glassware, April 1, 1974.

COVER—COURTESY: MARY SWALM—CAMERA CLUB



# SIMPSONS-SEARS VISITORS

## March 25

- Mr. P. Oliver, National Merchandise Manager, D/622, 626, 646 and 647
- Mr. D. Cormack, Retail Sales Manager, D/622, 646 and 647
- Mr. I. Hume, Buyer, D/626

## March 25 & 26

- Mr. W. MacDonnell, Assistant Operating Manager, Vancouver

## March 27 & 28

- Mr. D. W. McCalden, General Manager, National Distribution

## April 8 & 9

- Mr. L. G. Richings, Group Manager, Planning & Support Services D/704
- Mr. J. Pullam, Project Manager, Technical Services D/704
- Mr. D. Croth, I.B.M. Marketing Representative

## April 16

- Mr. P. Penner, Buyer, D/654, Toronto
- Mr. P. Shrive, Buyer, D/667, Toronto

## April 17

- Mr. K. Chester, Manager, Circulation Operations, D/742, Toronto
- Mr. J. Nunn, D/142 and 162, Halifax Catalogue Centre
- Mr. W. G. Pridham, Supervisor, D/618, Toronto

## April 18

- Mr. George Rogers, Merchandise Manager, Winnipeg Store

## May 2

- Miss A. Klowak, Supervisor, D/638, Toronto

## May 3

- Mr. D. A. Redmond, Supervisor, D/640, Toronto
- Mr. L. J. Bell, Buyer, D/601, Toronto

## Welcome to the 25 year club



Walter Lindenbach

### WALTER LINDENBACH

Walter was born in Milwaukee, U.S.A. He received his schooling at MacNutt and Melville, Sask.

Walter's first job in Regina was at Simpsons-Sears. He started in D/42 as a stockman and later was a stockman in D/57. He has been in the Parts Department for approximately the last 20 years.

Walter is married. He and his wife Elsie have two children, son Gary and daughter Aurelie. Walter likes all sports. He is a football fan and Rough-rider season ticket holder. In his off-time he enjoys biking, fishing, hunting and camping.

We would like to congratulate Walter on his 25 years with the Company and wish him all the best in the future.





**August Flaman**

## AUGUST FLAMAN

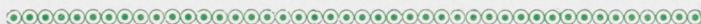
August Flaman was presented with his roses and watch in celebration of 25 years' service with the Company, Thursday, May 2.

Many of his friends, his wife and five of his ten children were on hand to wish him the best. In addition to receiving the roses and watch, August received a set of golf clubs from his children, a K.C. ring from his wife, and a wallet and key case with a small bundle in it from his friends and fellow workers at the warehouse.

Before coming to Simpsons, August led a very active life. Finishing high school, he took teachers training. After deciding this wasn't what he wanted, he farmed for eight years. Still not satisfied, he went into the grocery business for four years before coming to Simpsons.

He has worked in many departments during his years of service at Simpsons. He started as a salesman in the Garden Department, then as a retail operator — stockman — selling and repairing sporting goods, toys and luggage — selling heavy appliances, hardware and vacuum cleaners — now and for the past 12 years you'll find August in the Shipping Department.

August and his wife are planning a month's holiday in British Columbia. He enjoys his free time at home — fishing, carpentry work and golf.



**Dave Redpath**

## DAVE REDPATH

**May 2, 1974**

Dave was born at Neidpath, Saskatchewan. He was raised on the farm and educated in a rural school. He served in the Army from 1942 to 1945. He was married in 1944 to an Alberta girl. When he returned from the Army, he worked at N. B. Roantree Plumbers for a year, then went to Peachland, B.C. and worked at a sawmill until 1949. He started here in May, 1949, for the Maintenance Department. Travelling is his main interest.

Congratulations, Dave, in joining the 25 Year Club.





**LILLIAN KVINLAUG**, after some 36 years with the Regina store, retired at the end of June.

Lillian was born in Prince Albert, Sask. She took her schooling in Stockholm and Prince Albert, before coming to Regina teachers' college. Upon graduation she returned to teach in Stockholm for eight years. She returned to Regina to join our Company when it was still located on Broad Street.

Lillian began her career in the Coat and Dress Dept. It was then on to the Ladies' Sportswear, before making her way to Infants' Wear. Here she completed her career.

Lillian's hobbies include reading, knitting and needle-work. Although her future plans are not definite, she does plan to remain in Regina and periodically travel!

Upon her retirement, the store presented her with a beautiful luggage set. The staff of her department took her out to dinner and presented her with a clock radio. The staff of the store gave her a Wedgewood brooch and ear-rings set and a novelty watch. At a management function, she was presented with a lovely purse. All this proves how highly Lillian was thought of. Good health and luck, Lillian.



## **GEORGE SELINGER**

George was born in Holdfast and raised in Prelate, where his parents had a homestead, and where he got his education. In 1945, he went farming for two years, then he moved to Regina, but still goes back and forth to the farm and enjoys it.

He started working for Robert Simpson in the fall of 1947, as Porter and Watchman, worked there about 4½ years, and then asked to be transferred to the Mail Order. Worked in the Toy Department for three months during the Xmas rush. Then he went to Notions on the 8th floor, and then transferred to Drugs, and is now in D/8 and 87.

George has a family which consists of four daughters—one living in North Battleford—she is a teacher, three are in Regina—one married and two at home.

George plans on staying in Regina and taking life easy, doing some gardening, especially looking after his shrubs and flowers. He enjoyed bowling with Simpsons-Sears last winter and hopes to join the bowling league again this year. He is very musical, having played at dances in his younger days. He is also a church organist—13 years at Little Flower church and presently he is the organist at Holy Cross, where he has been for 12 years.

We would like to extend our best wishes for the future to George. We hope you have a long and happy retirement!





## HARRY AMELL

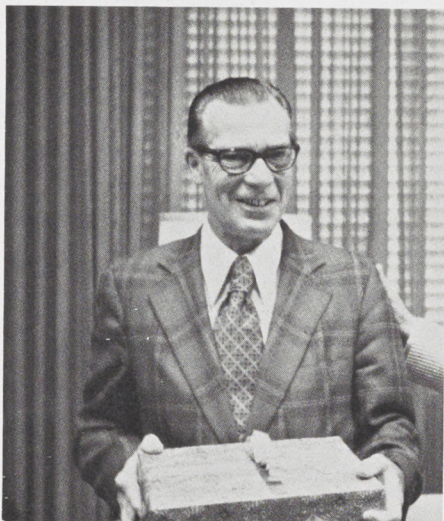
Mr. Amell was born in Athabasca, Sask. He received his education in Regina. He first started working with the Company from 1931 to 1936 and worked temporarily in Clerical, Shipping and Bundling. On March 15, 1937, he was taken on permanently. He then started working in the Merchandising departments.

From 1939 to 1945, Harry served with the R.C.A.F. After the war, he came back to Merchandising, then moved to Returns in 1946 and was appointed Manager in September, 1947. In February, 1948, he returned to Merchandising and was appointed Manager of a group of departments in January, 1949. He continued in Merchandising until January, 1957, when he was appointed Manager, Catalogue Shopping. Then in January, 1969, he was appointed Metro Sales Manager, his present position.

Mr. and Mrs. Amell have two sons—one living in Montreal and one in Winnipeg. They also have five grandchildren.

They plan on staying in Regina for awhile after retiring and then will be moving out to sunny Victoria.

We extend our best wishes to you and hope you have a long and happy retirement. You will be greatly missed by all your friends throughout the building.



## DOUGLAS B. JOHNSON

After thirty-eight years of dedicated and valued service to Robert Simpsons Limited, Douglas B. Johnson took early retirement at the end of June.

Doug was born and raised in Regina. He took all of his education in this city. Immediately after finishing, he joined the Company as a stockman. Prior to the war, he worked in the Audit Dept. The war saw Doug enter the service of his country.

After the war, he returned to our Company. His experience is very extensive. He has worked in Lamps, Furniture, Hosiery, China, and at his retirement was Manager of the Cosmetics and Drug Dept.

Doug has a very fine family. He and his gracious wife Nora have two children, a son Brian and daughter Dale. They are proud grandparents as well. Doug has several hobbies. Heading the list is wood-work and puttering around his cottage at Lumsden Beach. His family rate him as the top barbecuer in the province.

Doug's and Nora's plans include spending a lot of time with their family. The future means relaxation at Lumsden Beach. Travelling rates very high as well, with several trips already planned.

Congratulations from all of us, Doug. All will miss you. Members of the staff and friends join in wishing you good health and much happiness.





## **ROSALIE SITTER**

### **Shipping**

**25 Years—August 19, 1973**

Born on a farm near Jameson and educated at a local school, Rosalie started working for the Robert Simpson Company in 1948 under Mr. Bill Morrison in the Order Office Shipping department. Her duties were listing and processing parcels going out to Order Offices. She has also worked in the Scale Room and is now working in Branch Shipping under Mr. Young, doing general office work.

Rosalie is from a large family and they are now spread over the three Prairie Provinces and British Columbia.

She likes gardening, bird watching, photography, stamp collecting and reading.

Congratulations are extended from your many friends, Rosalie.



## **BERTHA FAHLMAN**

### **Group III**

**25 Years—August 6, 1973**

Born in Southey and educated in Jameson, Bertha later moved to Regina, where she did mostly housework, which was about all you could get in those days. She was married in 1934 and has one son.

Bertha started working for the Robert Simpson Company in March, 1943, on part-time staff as a section girl in the Packing Department under Mr. Strain, later under the late "Scoop" Hunter. When Packing moved to the new location known as the "Crows Nest" she went along as a packer. She was later transferred to D/96 Returns, Gr. Op. II (which is now Group III) on June 6, 1960, under Mr. Tames, where she has remained ever since.

Bertha keeps herself busy with the four grandchildren (all boys).

Congratulations and best wishes from your many friends, Bertha.



## **WILLIAM MARCHUK**

### **Maintenance**

**25 Years, July 19, 1973**

Bill was born in Regina and educated in Witmore and Balfour Tech. schools. He spent five years in the army, then worked at Safeway for a short time. He commenced working for the Robert Simpson Company in 1948 in the Maintenance department as a carpenter under Mr. Fernell, Mr. Wright, Fred Groves, and now Mr. Brewer.

Bill likes travelling with his family wherever the children have swim meets. The Marchuks have four boys and one girl.

Welcome to the 25 Year Club, Bill, and congratulations.



## **RETIREMENTS**

### **BESSIE DAVIDSON**

On August 31, Bessie will retire, after many years of service with Simpsons-Sears.

Bessie was born in Weyburn, where she took her public schooling in a small country schoolhouse, before moving on to the Weyburn high school to complete her education.

Bessie worked at the Fort San for a year and a half, before moving into Regina. In February, 1932, Betty discontinued full-time work and worked part-time until 1956, when she again started working full-time. She was Saturday Supervisor with the Returns Department for six years.

Bessie and her husband were married in 1928 and have two children. Their son Warner now lives in Germany with his wife, and their daughter Wanda is married and living in Regina.

Upon retirement, Bessie and her husband will be leaving to visit their son who is teaching at the Canadian Armed Forces Base in Lahr, West Germany. We wish you the very best on your retirement and on your future travelling.







**Jim Tames**

## **JIM TAMES**

**May 2, 1974**

Jim was born in London, England and raised on a farm in southern Saskatchewan, where he also received his schooling.

He enlisted in the Air Force as a navigator in 1942, serving overseas from 1943 to 1945. On return, he completed his high school education and graduated from university. Jim married Anne Harper in 1948.

Jim started working for the Company as a trainee in the Notions Department in 1955, then to the Camera Department. He was made Manager of D/206, Supply Department in 1955, then transferred as Manager of Group Operating II in 1960. From there to Order Clerical in 1963, and in 1965 as a Merchandise Manager D/156.

Jim and Anne have three children, one married daughter and two sons at home. Jim participates in church and community activities and likes gardening. He is also an ardent golfer and curler, and coaches baseball and hockey.

These past twenty-five years have been very enjoyable years for Jim and he is very proud to be working at Simpsons-Sears.

Congratulations, Jim, and welcome to the 25 Year Club.

# **RETIREMENTS**



**Lucy Kleisinger**

## **LUCY KLEISINGER**

Assistant Manager of Sales Audit, Lucy retired on March 31, 1974. She started with Robert Simpsons Western in November, 1923. Lucy was promoted to Serv. Asst., Sales Audit, on June 2, 1969. On January 16, 1970, she was made Assistant Manager of that Department.

Born in North Dakota, Lucy came to Regina at the age of four. Her school years were spent at St. Joseph's and St. Mary's schools. In 1929 she married—husband, Mike, also worked at Simpsons-Sears. 1969 she went on her unforgettable 25 Year trip. Her hobbies are “just working”. Good luck, Lucy!





**Lil Janson**

## **LIL JANSON**

Lil was born and received her schooling in Lafleche, Sask. She worked in a country store before coming to Regina. She started working at Simpsons-Sears in the Returns Department. She was loaned to the Order Review for a Christmas rush and must have done such a great job that the Order Review wouldn't let her go back to the Returns Department. From the Order Review, Lil transferred to the Adjusting Department where she remained until she decided to take life easy.

Lil enjoys curling and golfing as a participant, and plans to continue after her retirement. As a spectator, her favorite sport is football, and she has been an avid fan and season ticket holder for a number of years.

Lil is not exactly retiring. She is actually taking on a new task, that of a housewife. She becomes Mrs. Nels Hamilton on June 22.

We would like to wish Lil and her husband, health, happiness and prosperity in the coming years. She will surely be missed by her many friends throughout the building.



**Ida Fisher**

## **IDA FISHER**

After 22 years of part-time and contingent employment, Ida Fisher retired on May 3, 1974. She worked in Group Operating II, 4th floor. A supper was held at the Marigold for Ida and Sammy, and Ida was presented with many gifts from her friends. We all extend best wishes to Ida and Sammy.





**Olive Tremblay**

## OLIVE TREMBLAY

Olive Tremblay, Depts. 802 and 807, retired on May 10. Approximately 25 Retail Office girls and friends entertained her at a dinner in the Lancaster Lounge at the Canadian Legion hall. Mr. V. S. Welch, Stock Control, presented a gift of kid leather gloves and scarf on behalf of all the Merchandise Office girls and friends. A corsage of carnations was pinned by Madeline Deters.

Good luck, Olive, on your early retirement.



**Ev Pederson**

## EV PEDERSON

Ev Pederson of Customer Service leaves to enjoy more leisure time. Ev was born and educated in Ogema, moving to Regina in 1942. Ev started with the Company in 1956, and has spent her 17½ years in the Returns and Customer Service Departments. She likes dancing, sewing and knitting, and we expect she will be making several trips to visit her daughter and two grandchildren in Calgary. "Green Thumb Pete" expects to spend as much time as possible working in her garden.





**Mary Marinier**

## **MARY MARINIER**

**June 20, 1974**

Mary started with our Company in 1969, in the cafeteria. She was born in Winnipeg and educated at Windthorst, Saskatchewan. Mary came to live in Regina in 1938. She has five children and three grandchildren. Travelling is their plans while retired.

We all wish you the best, Mary.

## **25 YEAR CLUB ANNUAL DINNER**

Due to the increasing number of 25 Year Club members in both Simpsons and Simpsons-Sears, and the difficulty in finding suitable accommodation, a change will be made in arrangements for the Annual Dinner.

Mr. Farr and Mr. Tissington have agreed that in the fall of 1974 separate dinners will be held for the 25 Year Club members of each company.

## **CAMERA CLUB NEWS**

The Camera Club wishes to advise all those interested that, although they **have** not been too active during the past winter, due to weather conditions, etc., they **are** still in existence and are hoping for a bigger and better year for the 1974-75 season.

All those interested in joining in the work being done, the various field trips and explorations with a camera, are invited to join the Club. This can be done by getting in touch with Mrs. Gladys Stratford, 364 Simpsons-Sears, or Miss Mary Swalm, 272 at Simpsons.

The following competition subjects have been chosen for the 1974-75 season:

October .....	Field or Meadow of Flowers
November .....	Shoreline or Coastline
January .....	Statue or Sculpture
February .....	Jewelled Waters
March .....	Close-up of Fruit
April .....	Snowscene or Frosted Branches

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A man owes it to himself to become successful. Once successful, he owes it to the Bureau of Internal Revenue.

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The best safety device in a car is a rearview mirror with a patrol car in it.

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In the Alps, McAndrew hired a taxi at the station to get to his hotel. On the way the taxi skidded downhill and the driver yelled: "My brakes are gone. I can't stop the car!"

McAndrew, terribly excited, replied: "At any rate, mon, stop the meter!"



**PRESIDENT'S CITATION OF MERIT**  
**1973**  
**PRESENTED TO**  
**THE MANAGEMENT AND PERSONNEL**  
**OF THE COMPANY'S**  
**REGINA STORE**

Our remarkable sales growth in the year 1972 / the Company's one hundredth year / attested to the vision / enterprise / courage and expertise of the thousands of Simpsons people who planned and implemented an unparalleled agenda of special merchandise offerings / promotional programmes and numerous traffic-generating events.

In 1973 / our 'Encore 101' / with the same ambition to expand and develop—the ever prevalent determination to exceed year earlier achievement / pre-eminently the expression of a progressive company—we attained a substantial sales growth over record Centennial Year volume.

Your Store / by virtue of having exceeded its 'Encore 101' objective / is hereby recognized as a symbol of the achievement of all Simpsons people in the year 1973—an achievement that will surely provide the keynote of all future effort toward continued growth.

In appreciation I extend highest commendations and congratulations.

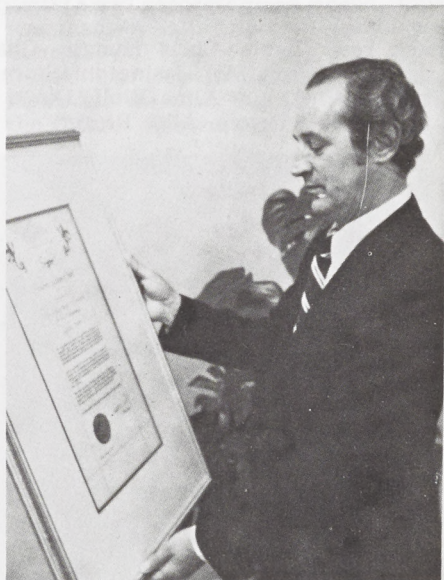
C. B. STEWART,  
President.

Toronto, January 2, 1974.

In April of this year, Mr. Tissington was presented with the above citation for Regina Store's tremendous effort in exceeding their sales goal for 1973. Congratulations, Mr. Tissington and staff. As the President has stated, 'Let's plan for even more in '74'.



Mr. Stewart



Mr. Tissington



# SIMPSONS PROFESSIONAL SELLING COURSE

The 32nd S.P.S. class graduated May 17, 1974. The sales people who took part were:

Back row (l.—r.)—Roger Huel, Brenda Clarke, Stephanie Woynarski, Roger Buchan (Five Star Award), Bernice Greenwood, Sharon Jones, Mr. Tissington (Store Manager).

Front row (l.—r.)—Barbara Morrison, Chris Hudson, Sharon Mitschke (Conference Leader), Charlotte Ell, Robert Paquette.

Mr. Tissington (Store Manager), presented the certificates and the gold star award).



## JOB RELATIONS TRAINING CLASS—COMPLETED MAY 1

Back row (l.-r.)—Chris Hungle, Charlie Grudnitzki, Joe Meister, Bob Foord, Al Cameron, Mr. Tissington (Store Manager).

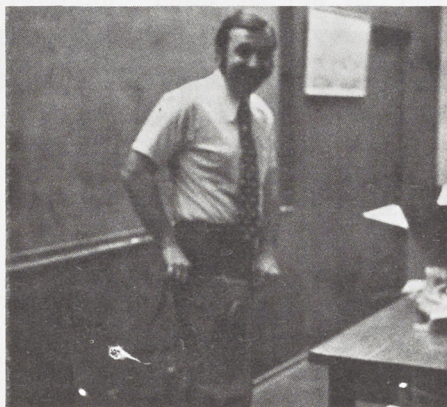
Front row (l.-r.)—Alma Wolf, Diana Brown, Mr. Huggins (Conference Leader), Madeline Deters, Alice Rieger.







**Frank Stojak**



**Bill Ellis**



**Judy Mooney**

## **FRANK STOJAK PROMOTED**

Members of the Customer Service Department, Returns, and Service and Repair Departments honoured Frank Stojak on the occasion of his promotion to the Personnel Department.

A dinner was held at Empringham's on April 25. Head table guests included: Frank and Dorothy Stojak, Mike and Beth Paul, Ed and Eileen Zawacki, and Mark and Audrey Strudwick.

Mike Paul very ably performed as master of ceremonies and a toast was proposed by Ed Zawacki. Mark Strudwick humorously commended Frank for his able assistance.

Improvised songs in tribute of our honored guest were sung with accompaniment provided by Grace Dunn.

A suitable statue and motto were presented as a memento of this happy occasion.

## **BILL ELLIS**

On behalf of the Personnel and Employment Office, Harvey Flaman presented Bill Ellis with a pair of hip-waders when Bill was transferred to Saskatoon where he will be Manager of the Cosmetic Department.

Also, on March 18, the ladies held a stag for Bill at the Holiday Inn, where he was presented with a cut-glass wine decanter. A good time was had by all. Special guest was 'Raquel'.

Regina's loss is Saskatoon's gain. However, we wish Bill all the best in the future. We sure miss you, Bill!

How many women have had their hair styled by **Judy Mooney**? Well, you can be sure she knows what it's all about. Mrs. Mooney placed first among 12 hairdressers in a total look competition held during the annual convention of the Cosmetologist Association of Saskatchewan, held March 31, 1974. Judy has moved and now makes her home in Calgary.





### COUNTDOWN DAY IN RED DEER

Big final "Countdown" day was held in Red Deer C.S.O. on March 30. 130 dozen donuts and free cokes were given to huge crowds who lined up outside for this great event. Donuts plus a "hole" lot of savings gave LOWRY FORGAY and his staff a successful event.

## SIMPSON-SEARS MIXED CURLING

The league championship and event winners were decided on the last night of curling.

League champions: R. Forsyth, D. Forsyth, R. Helmsing and A. Klein.

Runners-up: D. Closson, E. Closson, B. Weisbrod and P. Preisen.

First event winners: F. Stojack, F. Shea, O. Shea and H. Anderson.

Second event winners: B. Ellis, M. Ellis, P. Blackwell and J. Blackwell.

General Manager's trophy winners: F. Boldt, A. Boldt, R. Vargo and D. Vargo.

Note: The General Manager's trophy is presented to the team accumulating the most win points during regular league play and does not win an event during play-offs. The team skipped by F. Boldt had 13 wins, 1 tie, and 1 loss. A total of 27 points of a possible 30.

All trophies were presented to the winners at the curling banquet held at the Balaton Ballroom on April 5. Music was supplied by the Southern Comfort.

Next year's curling committee is Al Mueller, Rick Vargo and Kelly Kaleniuk. Congratulations on your appointments and good luck.

### LADIES' GOLF LEAGUE HONOURS CHARTER MEMBER

On May 8, 1974, members and former members of the Ladies' Golf League honoured Miss Lil Janson, one of the charter members, with a dinner at the Regina Golf Club. On the occasion of her June retirement from the Company and her forthcoming marriage, Lil was presented with honorary membership in the Ladies' League and a wedding gift from her many friends.



I'd like to take this opportunity to thank the Ladies' Golf Club for the dinner and evening at the Regina Golf Club, May 8. I'd also like to thank you for the lovely gifts presented to me.

LIL JANSON

An announcer on a small local station delighted his audience with the following launderette commercial: "Ladies who care to drive by and drop off their clothes will receive prompt and individual attention."



# Social Scene

The staff of Customer Service Department presented their Manager, **Mr. Frank Stojak** with lawn furniture as a parting gift on the occasion of his promotion to the Personnel Department.

On Monday, April 12, Mr. Farr presented **Roy Leier** with roses, a gold wrist watch and a pin, on his 25th anniversary. On behalf of the Receivers and Drivers, Wes Rolfe presented him with a fishing rod and reel and a wallet. Congratulations and good fishing, Roy.

On March 29, **Miss Diane Reed**, Customer Accounts, was presented with a travel bag when she left the Company. Loads of fun on your holiday to Disney World.

On April 19, **Mrs. Shirley Chobanik**, Customer Accounts, was presented with a set of book case coasters when she left the Company.

Three of our telephone girls have left for greener fields. Mrs. Nettie Hamm made presentations to **Mrs. Wilma Graham** of a wine decanter, **Mrs. Helen Michaels** with crystal candlesticks, and **Mrs. Verna Betker** with crystal candlesticks. Verna and her family are spending two years in England. Gifts of flowers were sent to a number of our girls who have been off, due to illness.

**Lucy Miller**, Group 1—Dept. 28, left the Company to take up permanent housekeeping on her new farm. She was presented with a piece of pottery. We wish her good health and good luck.

Mr. W. Boeker, D/382, presented **Jack Hosler** with a hunting vest when he transferred recently to the Catalogue Shopping Centre. Good sales and good hunting, Jack!

In order to be nearer to the offices in his district, **Mr. Daryl Dueck**, D/382 District Sales Manager—District No. 4, is now making his home in Winnipeg. On February 15, the staff of D/382 held a dinner for Daryl at the Vagabond. Mr. D. Radford presented Daryl with a radio, along with very best wishes for success. Daryl will certainly be missed by us here in Regina.

**Mrs. Frieda Potter**, Red Deer C.S.O., is back to work after surgery in January. Glad to have you back, Frieda.

Mr. D. Radford presented **Jean Lythgoe**, Dept. 382, with a charm bracelet, when she left the Company recently.

The girl from Department 382 entertained Jean Lythgoe at a dinner at the Oriental Bowl, prior to her leaving the Company.

Wedding bells rang out in Department 382 in May. Mr. W. Boeker presented (**Betty (McKenzie) Delnea** and **Sandi (Burke) Waskul** with wedding gifts of crystal.

On the evening of January 9, 1974, at the Sahara Nights, Catalogue Shopping said farewell to five members of the staff. They were **Ruby Hastings**, **Vera Allen**, **Doris Parrell**, **Kay Keiser** and **Martha Wolfe**. They were each presented with a corsage, farewell gifts and best wishes.

Ruby, who had 13 years of service with Sears, was Section Head in Assembling. Her plans include catching up on her reading and, of course, we hope she will be writing more poetry.

Vera, who was a Clerk Cashier, has had 28 years of service with the Company. She will probably take more than one long vacation a year now.

Doris was also a Clerk Cashier, with 15 years service. Doris also plans long vacations in the south.

Kay, who worked at the Exchange Desk, had 21 years of service with the Company. Kay and her husband plan on spending more time with their children in the East, and also in South Carolina.

Martha, with 13 years of experience, plans on staying home and just taking life easy.

When **Audrey LaRoque** transferred from the Parts Pool to the Payroll Dept., Walter Lindenbach presented her with a 30-cup coffee percolator, towels and wash-cloths. Best wishes from Service and Repair and Parts Pool to her in her new venture. We will miss your smile, Audrey. Good luck to you.



Prior to **Phil Weisbrod's** wedding, Doug Cathcart presented him with a table lamp on behalf of the staff of Service and Repair and Parts Pool. We wish Phil and Anne many happy years of wedded bliss.

**Mary Hartl** from Group Operating I, D/29, left the 7th floor staff to take up farming. She was presented with a cup and saucer.

On behalf of the General Office staff, Mr. Blackwell presented **Lynndel Galatuik** of Data Processing with a purse and toaster on May 3, 1974. Lynndel has left the Company to take up a new position with Pasqua Hospital. Good luck goes with you, Lynndel.

On Tuesday, April 30, **Gail Konecsni** of Sales Audit was honored at a shower in the home of Mrs. Delphine Crook. Gail was presented with a beautiful bedspread and matching drapes, and an engraved cream and sugar tray set, on behalf of all present. An enjoyable evening was spent, highlighted with a delicious lunch.

Wayne Lovely of General Ledgers presented **Karen Bauman** with a silver charm. Karen has transferred to our Saskatoon Branch where she will be working in Unit Buying Control. We'll miss you, Karen, at the Mug.

**Connie Cullen** was in for her annual spring visit with her many friends.

**Mr. James McCrum**, formerly of Advertising, was transferred to the Men's Clothing Department, 812, as a Management trainee.

**Miss Carmen Burnay**, Retail Drug Office, was presented with a denim handbag by Mr. V. S. Welch, Stock Control, from the office girls and friends, when she left the store to go into social work. Mr. A. LeBoldus presented Carmen with a cosmetic travelling case from the Drug Dept. Best of luck, Carmen.

A bridal shower was held on May 6 at the home of Marianne Sucher for **Renate Denkert**, office clerk in Receiving at the Warehouse. Renate weds a young "semi" owner on May 18. Good luck, Red.

**Fran Peters**, 828—Sewing Machines, has left the store for health reasons. We hope to see you back and well, Fran.

**Greg Lysack**, formerly of 801 and 804, and Associate Editor of the Digger, has moved to Edmonton. Depts. 801 and 804 presented Greg with cosmetics and drugs. Best of luck in your new venture, Greg.

## BEREAVEMENTS

**Mrs. Audrey Tissington** mourned the passing of her father, Mr. Higgin, April 6. Our sincere sympathy to Mrs. Tissington and her family.

**Mrs. Vi Bishop**, 810, mourned the death of her brother, Mr. Fredrick Zado, March 31. Our sincere sympathy is extended to Vi and her family.

**Mr. Eric Fletcher**, former manager of the Sales Audit Dept., mourned the loss of his wife, March 27. We extend our sincere sympathy to Eric and his family.

Our sincere sympathy is extended to **Mr. Richard Hicks**, 858, and his family on the death of his brother, Mr. Howard Hicks, February 12.

**Mrs. Edith Seidler**, 851, was bereaved by the death of her sister, Mrs. Hazel McDowell, March 24. Our sincere sympathy to Edith and her family.

We extend our sincere sympathy to **Mrs. Eva Ollinger**, Retail Operating, and her family, on the passing of her father, Mr. Joseph Lorenz, February 5.

**Mrs. Elizabeth Neigel**, Retail Operating, was bereaved by the passing of her brother, Mr. Lawrence Leibel, January 29. We extend our sincere sympathy to Elizabeth and her family.

**Mrs. Shirley Friess**, Customer Service Department, was bereaved by the death of her father, on December 24, at Kelowna.

**Mr. John Giesinger**, D/156, and **Mrs. Genevieve Bresciani**, Routing Department, were bereaved by the death of their brother, Mr. George Giesinger, on Jan. 1.

Two sisters, **Mrs. Terry Rock**, Group Operating 4, and **Miss Kathryn Platzer**, Department 150—6th, were bereaved by the sudden death of their father, Mr. Platzer.

**Mrs. Dorothy Kreuger**, Department 145—Tally Operation, was bereaved by the death of her sister, Mrs. Irene Ulch, January 28.

**Mrs. Frances Hurley**, Department 15—6th, was bereaved by the death of her mother, Mrs. Emma Morfett, January 29, at Portsmouth, England.

**Mr. Victor Huber**, Drivers, was bereaved by the death of his mother, Mrs. Freda Huber, on Monday, January 28, at Swift Current.

**Mrs. Marie Dauncey**, Customer Service Department, was bereaved by the death of her mother, Mrs. Susan Gehl, Feb. 3, 1974.

**Mrs. Jean McElroy**, Clearance Centre, was bereaved by the death of her brother.

**Mrs. Edna Tanner**, Department 150, was bereaved by the death of her father, Mr. Zacharias Walters, on Sunday, April 7.

**Mrs. Frances Parkin**, pensioner, passed away March 22, at age 87.

**Mrs. Margaret Putz**, Returns Department, was bereaved by the death of her mother, on April 13.

**Mrs. Mary Peterson**, D150-9, was bereaved by the death of her father Mr. Dan Scrutton, on April 4.

**Mrs. Sandra Romashenko**, Repair Parts Pool, was bereaved by the death of her mother, Mrs. Beatrice LaBette, on Thursday, April 18.

**Mrs. Betty Simard**, Circulation Department and **Mrs. Lydia Hurn**, General Ledgers, were bereaved by the death of their mother, Mrs. Annie Wait, on April 25.

**Mrs. Maude Perkins**, Customer Accounts Department, was bereaved by the death of her mother, Mrs. M. M. Pritchett, in England.

**Mrs. Laura Flaater**, Weyburn C.S.O., was bereaved by the death of her mother, Mrs. Emma Guelndner of Weyburn, on February 4. Our deepest sympathy.

**Mrs. Jean Weber**, Weyburn C.S.O., was bereaved by the death of her uncle, Mr. A. Helbner of Weyburn, on February 2. Our deepest sympathy.



Sincere sympathy is extended to the family of **Mrs. Frances E. Parkin** who passed away on March 22, 1974, in North Shore Hospital, North Vancouver, B.C. Mrs. Parkin was supervisor of the Cash Office and retired from the Regina Catalogue Centre on Sept. 30, 1952. Many will recall the capable direction and training received from Mrs. Parkin in her 25 years of service with the Company.

## MARRIAGES

**Gail Konecsni**, D/168C, and **Robb Daskalchuk** were married on May 18, 1974.

**Mr. Eugene Ullrich**, Asst. Manager for Depts. 827 and 852, was married to **Avis Lynn Larson** in Prince Albert, May 4. Departments 827 and 851 presented Eugene and Avis with a set of T.V. trays and a Kenwood blanket. Best of luck, Eugene and Avis.

## BIRTHS

**Christine Rathwell**, Accounting, and her husband, **Dale**, are the proud parents of a baby boy, **Christopher**, born April 29.

## ANNIVERSARIES

### MAY 2, 1974

Porters .....Mr. David Redpath .....25 YEARS  
Dept. 156 .....Mr. James Tames .....25 YEARS

### MAY 5, 1974

Dept. 150 .....Mrs. Barbara Pickering ..... 5 YEARS

### MAY 12, 1974

Group 2 .....Mr. Stanley Johnston ..... 5 YEARS

### MAY 14, 1974

Drivers .....Mr. Richard Terry .....30 YEARS

### MAY 17, 1974

Group 1 .....Mr. Edwin Loewen .....20 YEARS

### MAY 20, 1974

Order Review.....Mrs. Jean Gerein .....15 YEARS

### MAY 22, 1974

Merchandise Office.....Mrs. Anne Giesinger .....15 YEARS

### MAY 27, 1974

Receiving .....Mr. Ira Wiley .....20 YEARS

### MAY 28, 1974

Catalogue Shopping.....Mrs. Bernice Stagg .....10 YEARS

Accounts Payable.....Miss Virginia Thompson ..... 5 YEARS

### MAY 29, 1974

Group 4 .....Mr. Peter Binfet .....45 YEARS

### C.S.O.'s

#### MAY 19, 1974

Estevan .....Mr. Charles Gessner .....15 YEARS

#### JUNE 7, 1974

Repair Parts Pool.....Mr. Walter Lindenback .....25 YEARS

#### JUNE 9, 1974

Telephones .....Mrs. Bernice Boynton .....10 YEARS

#### JUNE 10, 1974

Catalogue Shopping.....Mrs. Alice Kane ..... 5 YEARS

#### JUNE 15, 1974

Heat, Light & Power.....Mr. Walter Stettner .....10 YEARS

#### JUNE 20, 1974

General Ledgers.....Mrs. Lydia Hurn .....15 YEARS

#### JUNE 23, 1974

Cafeteria .....Mrs. Mary Marinier ..... 5 YEARS

#### JUNE 24, 1974

C.S.O. Supervision.....Mrs. Helen Gustafson .....10 YEARS

Dept. 156 .....Mrs. Marjorie Anderson .....15 YEARS

#### JUNE 30, 1974

Group 1 .....Mr. James Kleisinger ..... 5 YEARS

#### JUNE 8, 1974

North Battleford.....Mr. Leslie Jones ..... 5 YEARS

#### JUNE 8, 1974

Lacombe .....Mrs. Esther Moore .....10 YEARS

#### JUNE 9, 1974

Innisfail .....Mrs. Muriel Hileman ..... 5 YEARS

#### JUNE 17, 1974

Weyburn .....Mrs. Betty Knupp ..... 5 YEARS

#### JUNE 18, 1974

Melville .....Mr. Joseph Kondel .....10 YEARS

#### JUNE 23, 1974

Grande Prairie.....Mrs. Margaret Brandon ..... 5 YEARS

#### JUNE 24, 1974

Taber .....Mrs. Norma May.....10 YEARS

#### JUNE 29, 1974

Medicine Hat.....Mrs. Anne Kisinger .....10 YEARS



# ALL SET!

—A few tips for things to do before you leave on your vacation

## BURGLAR-PROOFING YOUR HOUSE

1. Notify the police of the dates that you will be absent. They will gladly check your house regularly.
2. Leave a key with your neighbors when you notify them of your vacation plans.
3. Accumulation of mail, papers, and milk bottles are tell-tale signs. Stop all deliveries.
4. Investment in fire and theft insurance to ensure you peace of mind.
5. Securely lock all doors and windows but do not leave an open invitation by pulling all of the shades.
6. Vacation news in society columns is profitable reading for burglars. Arrange to have any accounts of your trip to appear after your return.

## FOR THE GARDENER

1. Mow the lawn before you leave and arrange for a neighbor to cut it once a week.
2. Trim your hedges a week before you leave. A good trim on a hedge will last a month.
3. Use extra large pots to keep house plants moist. Set the smaller pot into the larger one and pack peat moss around the small pot. Soak moss before you leave.
4. Mulch all new perennials and shrubs. It is also a good idea to mulch window boxes and tender plants near the house. Once again, soak well.
5. Securely tie onto stakes, all tall plants in your garden. Cultivate between the rows of garden plants to trap any rain and also check the growth of weeds.

## FOR EVERYONE

Plan to have a real happy vacation.

## LET'S MAKE A DEAL!

How much do you like your work? I shouldn't have to ask that question, but I have! In this business you meet people every day and to enjoy it you must have a good sense of humor, work hard, and above all, be willing to make a bet with yourself to do better. I'll bet that if you suggest an extra item to every customer, one out of ten will buy.

Did you know that almost 45% of those customers shopping in the store at any given moment have come in "just to look around". Yet two-thirds of those customers will make a purchase before leaving the store, if suitably approached. The odds are in your favour.

Now what can you do to make that extra sale?

Discover the key to selling and you will open the door to a most interesting and rewarding life. You will be selling with service.

You can give a customer the items he asks for but if you don't participate in the sale, then you are merely taking orders.

Know your merchandise . . . you will have helpful hints about related items which will benefit your customer. He or she will appreciate your suggestions . . . they will feel that you are helping . . . it will save future buying trips because they will have what they need.